

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. An automated securities trading system for displaying an interactive open order book and for matching buyer bids to seller offers, comprising:

means for generating a web page which displays an open order book to a securities buyer or securities seller, said open order book comprising data describing a plurality of current bid prices and a plurality of current ask prices of a specified security and an identification of said security.

2. The automated securities trading system according to claim 1, wherein said web page includes an identification of a best bid price and an identification of a best ask price.

3. The automated securities trading system according to claim 2, wherein said identification comprises color coding of said best bid price and said best ask price to distinguish them from other bid and ask prices in said plurality of current bid and ask prices.

4. The automated securities trading system according to claim 24, wherein said identification of said security comprises a ticker symbol.

5. The securities trading system according to claim 24, wherein said means for generating a web page which displays an open order book allows said buyer or seller to aggregate a plurality of buy and sell data.

6. The securities trading system according to claim 1, wherein said means for generating a web page which displays an open order book allows said buyer or seller to manipulate a plurality of buy and sell data.

7. The securities trading system according to claim 1, wherein said means for generating a web page which displays an open order book allows said buyer or seller to interact with a plurality of buy and sell data.